

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Report Highlights:

FAS Honors U.S. Food Export Supporters; FAS Japan Welcomes New Agricultural Attaché Benjamin Petlock; Fusion of Japanese *miso* Paste and American Cream Cheese Fascinates Kobe Consumers; Future of Food - Cloned Beef Research Advancing, but Commercialization Is Far Away

General Information:

The Wasabi

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FAS Honors U.S. Food Export Supporters: On September 26, 2011, Ambassador John Roos hosted a lunch to honor U.S. Department of Agriculture/Foreign Agricultural Service (FAS)' first entrants into the U.S. Agriculture Hall of Fame in Japan. The Hall of Fame is intended to honor those companies that have been stalwart supporters of U.S. agriculture and food throughout the years. The seven honorees represent some of the most powerful companies in Japan. The Ambassador thanked the group for their foresight, innovation, and most importantly, their courage to continue to support U.S. foods, despite some controversy. Each honoree received a framed letter from the Ambassador that included his thanks and appreciation. FAS has set up a special Agriculture Hall of Fame where all honorees, present and future, will be acknowledged. (Photo - From left to right: Mr. Hidemitsu Honda, Senior Managing Director, Shoei Food Corporation; Mr. Shuji Ito, President, Calbee Corporation; Mr. Hiroshi Ogino, Chairman, Nihon Hotel Co., Ltd.; Ambassador John V. Roos; Mr. Shuji Abe, CEO, Yoshinoya Co., Ltd.; Mr. Yasuhide Chikazawa, Vice President, AEON Group; Mr. Robert Susaki, President, Nishimoto Trading Co., Ltd.; Not pictured: Dr. Hideaki Karaki, Tokyo University, and Vice Chairman of the Science Council of Japan)



FAS Japan Welcomes New Agricultural Attaché Benjamin Petlock: U.S. Department of Agriculture's Foreign Agricultural Service (FAS) Japan welcomes Benjamin Petlock who is replacing outgoing Attaché Steve Wixom. Ben's portfolio will include livestock issues, forestry, and pet food. In addition, he will be devoting 50 percent of his time at the Agricultural Trade Office in Tokyo. Tokyo is Ben's first overseas posting and he comes from FAS/Washington where he previously worked at the Office of Country and Regional Affairs (OCRA) and Office of Capacity Building and Development (OCBD).

Fusion of Japanese *miso* Paste and American Cream Cheese Fascinates Kobe Consumers: Agricultural Trade Office (ATO) Osaka held an American Food Promotion on

August 25 at Oriental Hotel in Kobe titled "American Foods Meet Miso In Kobe: Healthy Eating Seminar." The event, which included talk sessions and cooking demonstration using both *miso* and American ingredients, was aimed at reaching out to Japanese consumers including those who are not necessarily familiar with U.S. agricultural products. Participants said they very much enjoyed the recipes that featured an unlikely combination of Japanese *miso* and American cream cheese, California prunes and walnuts, along with American pork and fresh U.S. vegetables provided by Western Growers. Many of them said they had rediscovered the high-quality and deliciousness of American agricultural products.



Future of Food - Cloned Beef Research Advancing, but Commercialization Is Far Away: This August, the National Institute of Livestock and Grassland Science of Japan held a series of seminars on cows cloned from somatic cells and meat derived from the clones and their offspring in Tokyo. The purpose of the seminars was to promote understanding among Japanese consumers about cloning technology and the safety of the meat from cloned animals. Each seminar was followed



by a sampling of cloned beef. Participants enjoyed tasting high grade cloned Wagyu beef. However, a challenge is the high cost of applying this technology. The chief researcher at the institute stated that the practical use of the technology in livestock farming still has a long way to go. In Japan, a total of 589 cloned cows were born between 1998 and 2010.

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